

*Presenting...*

# THE GRAND OPENING OF

# RIVIERA

## FLOOR COVERING FURNITURE DRAPERIES

at a new location - - -

312 AVENUE "I" REDONDO BEACH (In the Riviera Village)

THURSDAY,  
FRIDAY and  
SATURDAY

# November 10<sup>th</sup> 11<sup>th</sup> 12<sup>th</sup>

### NEW CARPET DEPARTMENT

Visit our beautiful carpet department. You'll see rolls and rolls of famous Bigelows, Maslards, Roxburys, Aldons and Firths . . . Carpets you'd love to see in your home.

### NEW DRAPERY DEPARTMENT

Yes, here in our new store we'll have a section devoted entirely to Drapery fabrics . . . Very beautiful. From these we'll custom make your drapes exactly as you want them.

### NEW FURNITURE DEPARTMENT

You'll see samples of our elegant modern furniture that's custom made and planned for perfection. You'll be so wise to choose quality as well as beauty . . . wood and finish are as one, with every piece a masterpiece.

## INTERIOR DECORATING by *Dolores Kuhns*

To help your home say "WELCOME" to your friends and family, Dolores Kuhns who has had years of experience at W. & J. Sloane in San Francisco will help reflect your personality into your home furnishings. No job too small.

We Carry a Complete Line of  
HOOVER VACUUM CLEANERS  
and Accessories

Register all week for free grand opening awards . . . We'll be open Mon., Tues., Wed., Thurs. and Fri. evenings 'til 9 p.m. Be sure to register before 8 P.M. Friday, Nov. 18th.

## FREE TO THE LUCKY WINNERS

- ★ 1st PRIZE  
40 Yards of Wall to Wall Carpeting
- ★ 2nd PRIZE  
A Beautiful Modern Occasional Chair
- ★ 3rd PRIZE  
A Pair of Custom Made Draperies
- ★ 4th PRIZE  
A 9'x12' Cotton Boucle Rug
- ★ 5th PRIZE  
A Modern Lamp.

DRAWING WILL BE HELD ON  
FRI., NOV. 18th at 8 P.M.

Just write your name  
on a Free entry blank  
when you come in.

FR. 5-5486  
FR. 5-9486

